

**REAL ESTATE MARKETING  
ACCELERATOR:  
90 Days To Abundant Leads.**

# INTRODUCTION

Welcome to your sample of the 90 Day Real Estate Marketing Accelerator!

First let's do a little housekeeping. In the next 36 pages you're going to take on a series of tasks that will help you establish some momentum in your marketing efforts. As you know this is just a sample but even though it's not the full meal deal I want you to still treat this as if you spent \$1000 on it. It is my understanding that people value what they invest in more than the things they get for free and if you do that my fear is that you're going to miss out on more than just opportunity.

The point of this whole thing is to make this easy for you. But just because it's easy doesn't mean you can be complacent with your commitment to it. If you really truly want to see results pretend like you've just spent your life savings on this and you're counting on it working for you. Hold yourself accountable and take on as much as you can manage. As you'll experience, the tasks are very clearly laid out with time stamps associated with each of the steps. This is an important part of this program. (Perhaps the most crucial.)

Have you ever heard of Parkinson's law? It states that tasks will expand to fill the time available. In other words, just like water will take on the shape of whatever container you put it in, your workload will match the time frame you allow it to. That is why for each of the tasks there is an associated amount of time. These numbers are not suggestions, they are LIMITS. Your goal is to TAKE ACTION, not be perfect.

Ok, I'm sorry for yelling.

The trick to this whole program is that you spend some time experiencing a variety of different elements of marketing. You will be applying the scientific method to your tasks and experiments like a professional marketing expert would. This means that your goal should be to make a guess, try a task, observe the process, make note of the outcomes, and favor the tasks that yield the best results. Throw away the idea that you must perform these tasks to perfection.

Your only job in the next ten days is to approach every task with childlike wonder and throw yourself into them without any expectations. As you maneuver your way through you'll be tracking everything so that when you reach the end you'll be able to tangibly measure your results and then focus your attention on the actions that you know are working. No more guessing!

All this is to say, if you do decide to continue with the rest of the program your first 90 days will be an experiment.

What you do with the knowledge and skills you gain from taking on the tasks outlined in the coming days is up to you. Once you have completed the program you will be left with a pile of information and clarity to move forward in a meaningful way. Intentionally select the tasks you'd like to continue taking based on the positive results you get from your efforts.

# CONTENTS:

## **1. Phase 1 (Month 1): Foundations of Real Estate Marketing**

- a. **Stage 1 (Days 1-10): Marketing Launchpad: Establishing Your Online Presence**
- b. **Stage 2 (Days 11-20): Audience Engagement: Building Connections and Promoting Expertise**
- c. **Stage 3 (Days 21-30): Conversion and Growth: Turning Leads into Clients**

## **2. Phase 2 (Month 2): Elevate Your Real Estate Marketing Game**

- a. **Stage 4 (Days 31-40): Conversion and Growth: Turning Leads into Clients**
- b. **Stage 5 (Days 41-50): Digital Engagement and Lead Nurturing**
- c. **Stage 6 (Days 51-60): Advanced Lead Nurturing and Conversion Mastery**

## **3. Phase 3 (Month 3): Mastering Real Estate Marketing**

- a. **Stage 7 (Days 61-70): Client Relationships & Reputation Building**
- b. **Stage 8 (Days 71-80): Digital Expansion & Scaling**
- c. **Stage 9 (Days 81-90): Enduring Excellence & Future Planning**

# PHASE 1 (Month 1): Foundations of Real Estate Marketing

## Summary:

In the first 30 days of your real estate marketing plan, the focus is on establishing the foundational elements essential for a successful marketing strategy. You'll begin by defining your unique selling proposition (USP), setting up crucial tools like CRM systems and professional email accounts, and conducting local research to understand your target market better. You'll also delve into crafting your elevator pitch, automating welcome emails, and setting clear marketing goals. These initial steps provide a solid groundwork for your future marketing activities.

## Objective:

The objective of this phase is to create a strong foundation for your real estate marketing efforts. By defining your USP, setting up essential tools, and clarifying your marketing goals, you'll be well-prepared to implement more advanced marketing strategies in the coming phases. This phase aims to establish your professional presence, streamline your processes, and understand your local market dynamics better.

## Phase Tasks:

[Day 1: Define Your USP, Data Management, & Professional Email](#)

[Day 2: Local Research, CRM Selection, & Welcome Email Setup](#)

[Day 3: Set Goals, Outline Offering, & Establish Online Presence](#)

[Day 4: Connect With Peers, Create Content, & SEO](#)

[Day 5: Business Cards, Cold Calls, & Lead Magnet](#)

[Day 6: Email Automation, Blogging, & Local Events](#)

[Day 7: Social Media, Funnel Building, & Local Collaboration](#)

[Day 8: Go Live, Email Management, & Analytics](#)

[Day 9: Networking, YouTube, & Twitter](#)

[Day 10: Newsletter, LinkedIn, & Cold Calls](#)

[Day 11: Facebook Business Page, Lead Magnet Ad Campaign, & New Blog Post](#)

[Day 12: Virtual Open House, Local Engagement, & Social Media](#)

[Day 13: SEO, Community Building, & Lead Generation](#)

[Day 14: Diversifying Content, Collaboration, & Expanding Your Reach](#)

[Day 15: Creating Value, Expanding Your Reach, & Property Promotion](#)

Day 16: Amplifying Your Voice, Analyzing Your Efforts, & Engaging Your Audience  
Day 17: Host A Webinar, Try Out Snapchat, & Optimize Your Ads  
Day 18: Plan A Live, Community Engagement, & Retargeting Strategy  
Day 19: Virtual Open House, Content Creation, & Connect With Influencers  
Day 20: Cold Calls, Newsletter, & Referral Program  
Day 21: Host A Live, Write A New Blog Post, & B2B Collaborations  
Day 22: Open House, Video Views, & Collaborative Live Session  
Day 23: Connect With Peers, Join Clubhouse, & Optimize Your Email Marketing  
Day 24: Webinar Hosting, Workshop Planning, & A Quiz  
Day 25: Lead Magnets, Local News Engagement, & Giveaway Planning  
Day 26: Virtual Open House, Plan A Collaborative Event, & Text Some Leads  
Day 27: Local Press, Connect With Your Community, & Host A Live Session  
Day 28: Plan Another Live, Update Your Ads, & Community Development  
Day 29: Get Featured On A Podcast, Engage With Past Clients, & Send A Newsletter  
Day 30: Cold Calls, Plan An Open House, & Analyze Your Progress

This phase lays the groundwork for your comprehensive real estate marketing plan, ensuring you have the necessary tools, strategies, and insights to move forward with confidence.

# Stage 1:

## Marketing Launchpad: Establishing Your Real Estate Presence (Days 1-10)

**Objective:** Establish a robust online presence and the foundational elements of your real estate marketing strategy. You'll define your USP, streamline data management, and create a professional online identity. This stage sets the stage for subsequent marketing activities, ensuring you're well-prepared to engage with your target audience effectively.

### Day 1: Define USP, Data Management, & Professional Email

#### Task 1. Define Your Unique Selling Proposition (USP)

**Objective:** Understand and articulate what sets you apart from other real estate agents.

**Instructions:**

**Step 1:** Reflect on Your Strengths (*10 minutes*)

1. On a blank sheet of paper or a digital document, write down "My Strengths" at the top.
2. List at least five personal strengths or attributes that you believe are unique to you. Think about skills, experiences, or feedback you've received from clients or colleagues.

**Step 2:** Identify Your Niche (*10 minutes*)

1. Consider the types of properties or clients you've had the most success with or enjoy working with the most. This could be luxury homes, first-time homebuyers, commercial properties, etc.

2. Write down this niche as it can be a part of your USP.

**Step 3:** Draft Your USP (10 minutes)

1. Combine your strengths and niche to craft a 1-2 sentence USP.
2. Example: "With a passion for modern homes and a decade of experience, I specialize in helping young families find their dream urban home."

## **Task 2.** Set Up Google Drive for Document Management

**Objective:** Establish a centralized system for all your documents and data, ensuring easy access and organization.

**Instructions:**

**Step 1:** Create a Google Account (10 minutes)

1. If you don't already have a Google account, visit Google's account creation page.
2. Fill in the required details, including your first and last name, desired email address, and a secure password.
3. Follow the prompts, which will include verifying your account via a code sent to your mobile number.

**Step 2:** Access Google Drive (5 minutes)

1. Once logged into your Google account, click on the grid icon (usually at the top right) and select "Drive."
2. You'll be taken to your Google Drive dashboard, a cloud storage platform where you can create, store, and share documents.

**Step 3:** Create Main Folder (5 minutes)

1. Click on the "+ New" button on the left side and select "Folder."
2. Name this folder "Real Estate Marketing Roadmap."

**Step 4:** Create Sub-Folders (15 minutes)

1. Inside the main folder, create the following sub-folders:
2. "Planning & Strategy" (For documents related to your overall marketing plan, goals, and strategies.)
3. "Content Creation" (For blog posts, infographics, webinar scripts, etc.)



4. "Ad Campaigns" (For ad copy, designs, and performance analytics.)
5. "Engagement & Outreach" (For email templates, influencer collaborations, and community engagement.)
6. "Analytics & Feedback" (For website traffic data, ad performance, and feedback forms.)

**Step 5:** Create Necessary Documents (20 minutes)

Inside the "Planning & Strategy" folder, create:

1. A document named "USP & Branding" (For detailing your Unique Selling Proposition and branding elements.)
2. A document named "Monthly Goals" (To set and track your objectives.)
3. In the "Content Creation" folder, create:
4. A document named "Blog Post Ideas" (To jot down topics and outlines.)
5. A document named "Webinar Scripts" (For planning your webinar content.)
6. In the "Ad Campaigns" folder, create:
7. A document named "Google Ads Setup & Performance" (To detail your ad setup steps and track performance.)
8. In the "Engagement & Outreach" folder, create:
9. A document named "Email Templates" (To store templates like the influencer outreach and charity collaboration emails.)
10. A document named "Influencer Collaborations" (To track influencer details, collaboration dates, and outcomes.)
11. In the "Analytics & Feedback" folder, create:
12. A document named "Website Traffic Analysis" (To note down key metrics and insights from your website analytics.)

### **Task 3.** Set Up a Professional Email Address

**Objective:** Ensure you have a dedicated, professional channel for all your business communications.

**Instructions:**

**Step 1:** Choose a Domain Name (5 minutes)

1. If you don't have a website, consider what your domain name would be. Ideally, it should be your name or your brand, e.g., "JohnDoeRealty."

**Step 2:** Create the Email Address using Google Workspace (20 minutes)

1. Visit Google Workspace's official site.
2. Sign up for an account and select a plan.
3. Follow the prompts to set up your domain.
4. Under "Users," add a new user and create an email like "john@johndoerealty.com".
5. Set a strong password.

**Step 3:** Test Your Email (5 minutes)

1. Log into your new email account via Gmail.
2. Compose an email to your personal account to ensure it's working.
3. In Gmail settings, set up an email signature with your name, USP, and contact number.

## Day 2: Local Research, CRM Selection, & Welcome Email Setup

### Task 1: Research Your Local Market

**Objective:** Gain a clear understanding of the current real estate landscape in your city.

**Instructions:**

**Step 1:** Identify Reliable Sources (10 minutes)

1. Open your web browser and search for "[Your City] real estate market data."
2. Look for official real estate boards or government websites in the search results. Bookmark these sites for future reference.

**Step 2:** Study Current Listings (15 minutes)

1. On one of the official real estate websites, navigate to "Current Listings" or a similar section.
2. Study at least ten listings, noting down average prices, types of properties, and areas of high demand.
3. Store all of this data in a spreadsheet that you can access frequently to stay up to date on market trends and information.

### **Step 3:** Understand Buyer & Seller Demands (15 minutes)

1. Forum Strategy:
  - a. Search for "[Your City] real estate forums" in your web browser.
  - b. Join one or two popular forums and read the latest threads to understand current buyer and seller sentiments.
  - c. Note down any recurring needs or challenges they mention.
2. AnswerThePublic.com
  - a. Visit the site and type in Real Estate In [Your Area].
  - b. Copy and paste questions that you can answer into your research document.
3. Google Questions
  - a. Go to Google, search something you think your clients are searching for.
  - b. Look for the "People Also Asked" section and open and close the questions.
  - c. You'll notice a handful of new ones pop up. Repeat the opening and closing until you have 30 or 40 good questions that you can add to your research document.
  - d. Highlight the list, copy and paste it into your research document, and refine the list to your liking.

## **Task 2.** Choose a CRM System

**Objective:** Set up a system to manage and nurture your relationships with leads and clients.

### **Instructions:**

#### **Step 1:** Understand Your Needs (10 minutes)

1. On a notepad or digital document, jot down the features you need in a CRM. Think about the number of contacts you'll manage, integration with other tools, mobile access, etc. Here is a comprehensive list of considerations:
  - a. **Number of Contacts:**
    - Estimate how many contacts (leads, clients, partners) you'll be managing initially and in the foreseeable future.
    - Example: Starting with 50 contacts but might grow to 500 in a year.

**b. Integration with Other Tools:**

- Think about the other tools or platforms you use (email, calendar, marketing tools) and whether you want the CRM to integrate with them.
- Example: Integration with Google Calendar and Mailchimp.

**c. Mobile Access:**

- Do you need to access your CRM on the go? If so, a mobile app or mobile-friendly platform is essential.
- Note: Need mobile app for on-the-spot updates.

**d. Lead Tracking:**

- Do you want to track where your leads are coming from and their journey? This can help in understanding which marketing efforts are paying off.
- Example: Track leads from website inquiries, social media, and referrals.

**e. Email Marketing Features:**

- Consider if you want to send newsletters, property updates, or other email campaigns directly from your CRM.
- Note: Need built-in email templates and tracking.

**f. Task and Appointment Management:**

- Decide if you want the CRM to help you schedule appointments, set reminders, or manage tasks.
- Example: Automated reminders for property viewings.

**g. Budget:**

- Determine how much you're willing to spend on a CRM monthly or annually.
- Example: \$10-\$20 per month.

**h. Ease of Use:**

- Reflect on your tech-savviness. Do you need a CRM that's straightforward and easy to navigate, or are you comfortable with a slight learning curve?
- Note: Prefer user-friendly interface with good customer support.

**i. Customization:**

- Think about whether you want a CRM that allows you to customize fields, workflows, or reports to fit your specific real estate needs.
- Example: Custom fields for property types and client preferences.

**j. Reporting and Analytics:**

- Decide if you want the CRM to provide insights into your sales performance, lead conversion rates, etc.
- Note: Monthly sales performance reports are essential.
- Review your list to ensure it covers all your needs and preferences for a CRM system.

**Step 2: Research CRM Options (15 minutes)**

1. Open your web browser and search for "Best free CRM for real estate agents."
2. Look for options like HubSpot CRM (free version) or Bitrix24. Check their features and see if they align with your needs.

**Step 3: Sign Up for a CRM (15 minutes)**

1. Choose a CRM that fits your needs and budget.
2. Visit the official website of the chosen CRM and sign up. Follow the setup instructions, and add any existing contacts you have.

### **Task 3. Draft a Welcome Email Template**

**Objective:** Create a friendly and informative first point of contact for new leads or inquiries.

**Instructions:**

**Step 1:** Outline the Email Content (10 minutes)

1. On a blank document, write down the key points you want to include: a greeting, a brief introduction, how you can assist them, and a call to action (like scheduling a call).

**Step 2:** Draft the Email (15 minutes)

1. Start with a warm greeting: "Hello [Name],"
2. Introduce yourself briefly and mention your expertise. (*One sentence, not a paragraph.*)
3. Explain how you can assist them in their real estate journey.
4. End with a call to action and your contact details.

**Step 3:** Review and Refine (5 minutes)

1. Read the email aloud to ensure it sounds friendly and professional.
2. Make any necessary edits for clarity and warmth.
3. Save this email template to send to any new contacts you find.
4. Add it to your CRM or email management service as the first email that is delivered when someone opts in to one of your funnels. (*More on this later*)

## Day 3: Set Goals, Outline Offering, & Establish Online Presence

### Task 1. Set Monthly Goals

**Objective:** Provide a clear direction for your activities, ensuring you remain focused and motivated.

**Instructions:**

**Step 1:** Review Past Performance (10 minutes)

1. Look back at the leads, engagements, and conversions you achieved in the last 30, 60, and 90 days. Use tools like Google Analytics, CRM data, or social media insights to find your data and a spreadsheet or CRM software to write it down and keep track of it all.

**Step 2:** Set Clear Objectives (15 minutes)

1. Based on your review, set achievable yet challenging goals for the next month. Consider metrics like:
  - Number of new leads
  - Social media engagement rates
  - Website visits
  - Newsletter open rates
  - Property viewings scheduled
  - Conversions/sales
2. From the data you collect you can identify the activities that are generating results for you and the ones that are not. Double down on what's working with the free time you get from eliminating the activities that are not.

**Step 3:** Document and Display (5 minutes)

1. Write down your goals in a visible place, whether it's a digital dashboard, a physical planner, or a whiteboard in your office. Regularly seeing these goals can serve as motivation.

## **Task 2.** Outline Your Services

**Objective:** Clearly communicate to potential clients what you offer.

**Instructions:**

**Step 1:** List Your Services (10 minutes)

1. On a notepad or digital document, jot down all the things you do for other people. This could include all of the steps it takes to buy a property, how you consult with and guide your clients, and any of the other things you do as a "value add".
2. Organize the list into a logical and sequential order based on the path or journey your client takes from discovering you to closing a deal with you..

**Step 2:** Add Descriptions (10 minutes)

1. For each of the services you've outlined, write a 1–2 sentence description. Make it clear and concise. For example, "Property Valuation: Get a detailed market analysis to know the worth of your property."

2. To make sure people resonate with the services be sure to include the emotional elements each of the services satisfies, for example, a high home valuation might give them confidence to sell sooner, or a home inspection will make them feel safe before they purchase a home.

**Step 3:** Create your Signature Solution

1. Take the services you have and break them into three main groups. These groups are the phases of your service offering.
2. In each of the phases you can now break things into three simple steps. These steps should be defined as the milestones your client will achieve along the way.
3. Now you can use these phases and steps to create a simple image of a 9 x 9 grid with icons that represent each element. Title them appropriately and get creative with the presentation.

**Step 4:** Update Your Website (10 minutes)

1. Log into your website builder.
2. Create a "Services" page and add your signature solution along with its description. Ensure it's easy to read and navigate.

### **Task 3.** Set Up a Professional Website

**Objective:** Establish an online presence where potential clients can learn about you and your services. You can choose to do this yourself using any number of suitable services or hire someone to do it in a timely fashion.

**Instructions:**

**Step 1:** Choose a Platform (5 minutes)

1. Research website builders. For those with a budget, consider hiring someone to build a WordPress website for you. For those without a budget, look into free options like WordPress.com, Wix, or Weebly.
2. Decide on a platform based on your budget and technical comfort level.

**Step 2:** Register a Domain (5 minutes)

1. If the platform you chose doesn't offer a free domain, visit a registrar like Dreamhost.com.



2. Search for a domain that reflects your name or brand, e.g., "JohnDoeRealty.com", and purchase it.
3. Add hosting to your package so you have somewhere for your site to live.
4. Install Wordpress to have the most compatibility and ease of use.

### **Step 3: Start Building Your Website (30 minutes)**

1. Find a suitable theme and install it on your site. Use the website builder's templates to start crafting your site.
2. Add any free or paid plugins you need to enhance your website's user appeal.
3. At a minimum, set up a homepage, a contact page, an "About Me" page and a lead capture page for the lead magnet you will soon create. (See *Day 5 Task 3 for a complete list of options to inspire your landing page*) You'll refine and add more content in the coming days. For inspiration search for the page you want to build followed by the word "Template" and switch over to the images results. Look for pages that catch your attention and model yours after those.
4. For help writing the copy you can visit [chat.openai.com](https://chat.openai.com) and use the following prompt:

- a. **Priming sentence:** Copy and paste this sentence into the prompt:

*Act as if you are a professional copywriter with a background in real estate, sales, and marketing. Your task will be to help me, a real estate agent, write copy for my website.*

- b. **Hero Section Headline Prompt:** Add this if you want a headline for the hero section on your home page:

*Your goal is to write a clear and simple headline with a call to action and a subheadline that will create curiosity and inspire my website visitors to [Lead Magnet Related Action]. Please write it in a tone that is [Tone of Voice].*

*Ask me any questions you need to ensure the best possible output.*

*Do you understand?*

- c. **Miscellaneous Section Prompt:**

*Your goal is to help me write some copy for a section of my [Specific Page]. The section should [Describe What You Need The Copy For] Use a descriptive and persuasive writing style to describe my visitors'*

*pain points as they relate to the section's purpose and how they will feel relief from those pain points when working with me. Write it in a tone that is [Tone of Voice].*

*Ask me any questions you need to ensure the best possible output.*

*Do you understand?*

**Step 4:** Set up Pixel Tracking on Your Website (25 minutes)

1. Determine which social media platforms you'll be using for marketing (e.g., Facebook, Instagram, LinkedIn, Twitter/X).
2. For each platform, go to their respective ad managers or settings to get the tracking pixel code.
3. For instance, for Facebook, you'd go to the Facebook Ads Manager, then to the "Pixels" section under "Events Manager."
4. Once you have the pixel code, integrate it into your website. Most website platforms have a specific section in their settings or dashboard where you can paste this code. If using WordPress.org, consider plugins like "PixelYourSite" or "Insert Headers and Footers" to easily add the code.

## Day 4: Connect With Peers, Create Content, & SEO

### Task 1. Join a Local Real Estate Professionals Group

**Objective:** Network with other real estate professionals to share knowledge and experiences.

**Instructions:**

**Step 1:** Research Groups (10 minutes)

1. Open your web browser and search for "real estate groups in [Your City]."
2. Look for professional associations, networking groups, or community organizations related to real estate.

**Step 2:** Choose a Group (10 minutes)

1. Based on your research, choose a group that aligns with your goals. It could be a group that focuses on networking, education, or community service.

**Step 3: Engage with the Group (10 minutes)**

1. If the group has an online presence, like a Facebook group or a forum, join it.
2. Introduce yourself, share a bit about your expertise, and express your eagerness to learn and collaborate.
3. Take notes on the people you meet and save it in a spreadsheet or your CRM. You're going to need this information later.

## **Task 2. Create Image Based Content**

**Objective:** Organize and schedule your online content to ensure consistent engagement with your audience.

**Instructions:**

**Step 1: Brainstorm Content Ideas (10 minutes)**

1. Using the list of content below start to plan out your content pieces based on what you have available to you. For example, where it says introduce a team member, use this idea only if there are team members to introduce. Otherwise make a duplicate of something that you get excited about. Consider making both image based posts and videos from the list of ideas.
2. Here is the list of 30 posts you can make for the month:
  - i. Question To Followers Related to Industry
  - ii. 1, 2, 3 Tutorials Related to Industry
  - iii. Behind The Scenes Related to Industry
  - iv. "Ask Me Anything" Related to Industry
  - v. Memes Related to Industry
  - vi. User Submitted or USC Invite
  - vii. Local Business Spotlight Related to Industry
  - viii. Testimonials
  - ix. Contest
  - x. Seasonal or Holiday Post
  - xi. Community Spotlight Related to Industry
  - xii. Polls Related to Industry
  - xiii. Fun Facts Related to Industry

- xiv. Brand Story Element
- xv. Staff Spotlight
- xvi. Tag-A-Friend Related to Industry
- xvii. Quotes Related to Industry
- xviii. Industry Related Stats
- xix. FAQ Answers Related to Industry
- xx. Recommended Reading Related to Industry
- xxi. Useful Tools Related to Industry
- xxii. Past & Present Progress Related to Industry
- xxiii. Current Events Related to Industry
- xxiv. Game or Challenge Related to Industry
- xxv. Lifestyle Post Related to Industry
- xxvi. Product Post
- xxvii. Caption This Interesting Image Related to Industry
- xxviii. Safe and Appropriate Jokes Related to Industry
- xxix. Call to Action Post
- xxx. Outside Expert Opinion Related to Industry

**Step 2: Create Content (60 minutes)**

1. From the ideas that you wrote down, pick at least 14 of them and begin creating things. If you choose to do videos for any of them don't make it harder than you need to. Pick up your phone, hit record, say what you need to say, and stop recording.

**Step 3: Schedule Your Content (10 minutes)**

1. Open your chosen platforms and start scheduling your content ideas. Aim for at least 1 post a day.
2. Ensure you have a mix of content types each week to keep your audience engaged.

### **Task 3. Set Up Google My Business**

**Objective:** Improve your visibility in local searches and provide potential clients with essential information about your services.

**Instructions:**

**Step 1: Visit Google My Business (5 minutes)**

1. Open your web browser and search for Google My Business.

2. Click on "Manage Now" or "Sign In" if you already have an account.

**Step 2:** Fill Out Your Information (15 minutes)

1. Click on "Add a location" and fill out your business details: name, address, phone number, and website.
2. Choose the category that best fits your services, like "Real Estate Agency."

**Step 3:** Verify Your Business (5 minutes)

1. Google will need to verify your business, usually by sending a postcard with a code to your business address.
2. Request the verification. Once you receive the code (in a few days), enter it on Google My Business to complete the setup.

## Day 5: Business Cards, Cold Calls, & Lead Magnet

### Task 1. Design New Business Cards

**Objective:** Create a tangible tool for networking and leaving a lasting impression.

**Instructions:**

**Step 1:** Gather Your Information (5 minutes)

1. List down the essential details you want on your card: name, title (e.g., Real Estate Agent), phone number, professional email address, website, and any social media handles.

**Step 2:** Design on Canva (20 minutes)

1. Visit Canva's website and sign up or log in.
2. Search for "business card" templates.
3. Choose a design that aligns with your brand and style.
4. Input the details from Step 1 into the template. Ensure the text is clear and legible.
5. Customize colors, fonts, or add any relevant graphics or logos.

**Step 3:** Save and Print (5 minutes)

1. Once satisfied with your design, save the file in a high-quality format.
2. For those with a budget, consider ordering prints from online services like Vistaprint or Moo. For those without, you can print a small batch at a local print shop or on high-quality card stock at home.

## **Task 2.** Create a Cold Calling Sales Script

### **Objective:**

To develop a cold calling sales script that follows the phases and steps outlined in question 4 of your PDF. This script will help you connect with potential clients, identify their needs, and guide them towards a commitment.

### **Instructions:**

#### **Step 1:** Craft Your Opening Statement

1. Open a Word document or Google Doc.
2. Copy and paste this formula at the top of your doc:

*"You know how some people [Problem You Solve]? Well, I help people like that [solution, in a specific timeframe, without major fear]."*

Fill in the blanks with your own ideas. Here's an example to inspire your creative side:

***"You know how some people struggle to break into the real estate market? Well, I help those people quickly figure out their credit situation and come up with a plan to buy their first home without stressing them out."***

#### **Step 3:** Create Situation Questions

1. Write down 5 questions you can ask that will give you a clear picture of their current situation.

*Example: "Can you describe your current approach to buying/selling a property?"*

#### **Step 4:** Create Problem-Aware Questions

1. Write down 3 questions that will help you uncover challenges they've faced.

*Example: "What challenges have you encountered during your property search?"*

**Step 5: Create Solution-Aware Questions**

1. Write down 3 questions that will help you understand their emotional pain points and needs.

*Example: "How important is it for you to find a solution to [Pain Point] right now?"*

**Step 6: Create Summary and Transition Statements**

1. Write down a few sentence starters that will inspire you to briefly summarize the main logical and emotional problems they've shared quickly, on the fly, and in your own words.
2. Then write down 3 future pacing questions you can ask to transition into the next phase of your conversation.

*Example: "Let's suppose that we were able to work with you to create a content-based marketing strategy..."*

**Step 7: Present Your Solution**

1. Briefly run through your signature solution, breaking it down into three major phases and three steps each.
2. Example: Phase 1: Validation -> Property Assessment, Documentation Gathering, Pre-Approval

**Step 8: Handle Additional Questions**

1. Ask them if they have any questions or concerns.
2. Example: "Based on what you've shared with me, do you feel like our process fits what you had in mind?"

**Step 9: Secure the Commitment**

1. Ask a commitment question.
2. Example: "Do you feel like this is something that can [Specific Solution]?"

## Task 3. Brainstorm & Create a Lead Magnet

**Objective:** Develop a valuable resource to attract potential leads and grow your email list.

### Instructions:

#### Step 1: Identify Your Audience's Needs (15 minutes)

1. Reflect on common questions or concerns your potential clients might have. This could be about the buying process, market trends, or property valuation. Use tools like AnswerThePublic.com to learn what people are inquiring about.

#### Step 2: Decide on the Lead Magnet (10 minutes)

1. Based on the needs identified, decide on a format for your lead magnet. This could be an eBook on "First-Time Home Buying Tips," a video series on "Local Market Analysis," or a checklist for "Preparing Your Home for Sale."

##### a. Lead Magnets for Attracting Buyers:

- **Home Buyer's Guide:** A detailed eBook or PDF guide that walks potential buyers through the entire home-buying process.
- **Mortgage Calculator Tool:** An interactive online tool that helps buyers calculate their potential mortgage payments.
- **Neighborhood Profiles:** Detailed reports on various neighborhoods, covering aspects like amenities, schools, safety, and more.
- **List of Open Houses:** A weekly or monthly schedule of upcoming open houses in the area.
- **Home Inspection Checklist:** A printable list that buyers can take with them during home inspections.
- **Financial Planning for Home Buying:** A guide or webinar on budgeting, securing a mortgage, and other financial aspects of buying a home.
- **Interactive Property Wish List:** A checklist where potential buyers can prioritize features they want in their dream home.



- **First-Time Home Buyer Webinar:** An online session addressing common concerns and questions of first-time buyers.

**b. Lead Magnets for Attracting Sellers:**

- **Home Seller's Guide:** An eBook or PDF guide detailing the steps to successfully selling a home.
- **Home Valuation Tool:** An online tool where sellers input their home details to get a rough estimate of its market value.
- **Staging Tips eBook:** A guide on how to stage homes to attract more buyers and secure better offers.
- **Recent Sales Reports:** A report showcasing recent property sales in the area, giving sellers an idea of the current market.
- **List of Trusted Vendors:** A curated list of recommended professionals, from home inspectors to contractors and photographers.
- **Pre-Sale Checklist:** A list of tasks sellers should complete before listing their property.
- **Tips on Photographing Your Home:** A guide on taking appealing photos of properties, which is crucial for online listings.
- **Webinar on Market Trends:** An online session discussing current real estate market trends and predictions.

**c. General Lead Magnets for Both Buyers and Sellers:**

- **Real Estate Newsletter Subscription:** A regular email update with market news, property tips, and featured listings.
- **Local Market Reports:** Monthly or quarterly reports on local real estate trends, price averages, and inventory.
- **Real Estate Glossary:** A downloadable PDF explaining common real estate terms.
- **Interactive Webinars:** Sessions on various real estate topics, where participants can ask questions.
- **Checklists:** Printable lists for moving, decluttering, or other relevant processes.
- **Virtual Property Tours:** Exclusive video tours of new or featured listings.

- **Case Studies:** Detailed accounts of successful buying or selling experiences with past clients.

**Step 3:** Outline the Content (10 minutes)

1. For your chosen lead magnet, jot down the main points or sections you want to cover. This will serve as a blueprint when you start creating it.

**Step 4:** Create the Lead Magnet.

1. Depending on the nature of the lead magnet you decided to start with you can spend some time getting the ball rolling on it. Don't limit the amount of time it takes to create this as your focus should be on the highest value you can possibly provide someone before charging them money.
2. If necessary, use the amount of time you spend on it today to determine how much time you need to dedicate to it to complete it and space it out over the next 7 days. On Day 13 you will be deploying this lead magnet with an ad campaign so you have a week.

## Day 6: Email Automation, Blogging, & Local Events

### Task 1. Set Up Automated Email Responses

**Objective:** Ensure that every potential client or inquiry receives a prompt and welcoming response, even when you're not immediately available.

**Instructions:**

**Step 1:** Draft Your Message (10 minutes)

1. Write a friendly and professional automated response. It should acknowledge the receipt of the email and provide a timeframe for when they can expect a detailed reply.
2. Example: "Hello! Thank you for reaching out. I've received your message and will get back to you within 24 hours. Looking forward to assisting you!"

**Step 2:** Set Up the Autoresponder (10 minutes)

1. Log into your professional email account.

2. Navigate to the settings or options menu and look for "Automated Responses" or "Out of Office Replies."
3. Input your drafted message and activate the autoresponder.

**Step 3:** Test the System (5 minutes)

1. Send a test email to your professional address from a different email account.
2. Ensure the automated response is sent out correctly and promptly.

## **Task 2.** Write a New Blog Post

**Objective:** Continuously provide value to your audience, positioning yourself as an expert in the real estate field.

**Instructions:**

**Step 1:** Choose a Topic (10 minutes)

1. Reflect on recent news in the real estate world, flip through your research document, consider questions you've encountered, or think about a recent success story you've had.
2. Decide on a topic that would resonate with your audience and provide value.

**Step 2:** Research & Outline (30 minutes)

1. Gather relevant information, statistics, photos and infographics, or anecdotes related to your topic.
2. Create a brief outline of your post, detailing the introduction, main points, and conclusion.

**Step 3:** Draft the Blog Article (30–60 minutes)

1. Start with a hook and an engaging introduction, followed by the main content. Include relevant headings that are keyword optimized. Always finish your post with a specific call-to-action to further their knowledge with a lead magnet.
2. Ensure your post is informative, well-organized, and free of jargon.
3. If you're not a creative writing type of person you can leverage some AI tech to help. Go to [chat.openai.com](https://chat.openai.com) and create an account. Once you're logged in you can paste the following into the message prompt:

*Act as if you are a real estate expert in [Your City or Area] . I am going to ask you a question about real estate from the perspective of a client. You have all the necessary skills and expertise to answer any question I ask. You don't need to tell me that; I already know and trust you.*

*When I ask you a question please do the following:*

- a. Provide a clear, well organized, focused, and descriptive response.*
- b. Write your answer in a casual, confident, warm, and friendly tone of voice.*
- c. You will speak directly to me in the present tense.*
- d. Write at a 6th grade reading level.*
- e. Ensure that your response includes keyword optimized headings for clear organization.*
- f. Please optimize your response to contain the following keywords:  
[Keywords]*
- g. Make your answer as long and creative as possible.*

*Before I ask you my first question, I want to make sure you fully understand your task, so ask any questions you need to help me get the best possible answers to my questions.*

*Do you understand?*

#### **Step 4: Proofread & Publish (20 minutes)**

1. Review your post for any grammatical errors or inconsistencies.
2. If everything looks good go ahead and publish it on your website.

#### **Step 5: Promote Your Blog Post**

1. Create a Promotional Image on Canva
  - a. Go to the Canva website.
  - b. Log in to your account or sign up if you don't have one.
  - c. Click on "Create a design" and select the appropriate size for your platform (e.g., "Facebook Post," "Instagram Post," "Twitter/X Post," or "LinkedIn Post").
  - d. Browse through the templates and choose one that aligns with your brand and the topic of your blog post.
  - e. Replace the template text with a catchy headline or a key takeaway from your blog post.
  - f. Add relevant images, graphics, or icons. You can use Canva's library or upload your own.

- g. Ensure the design aligns with your brand colors and fonts.
- h. Once satisfied, click on "Download" at the top right corner.
- i. Save the image in a format suitable for social media (usually JPEG or PNG).

## 2. Promote on Social Media Platforms

### a. Facebook & Instagram

- i. Log in to your Facebook or Instagram account.
- ii. Click to create a new post.
- iii. Upload the image you created on Canva.
- iv. Write a compelling caption, briefly describing the blog post and encouraging users to click the link. Include relevant hashtags.
- v. Post the content.
- vi. Engage with any comments or shares to boost visibility.

### b. Twitter/X

- i. Log in to your Twitter/X account.
- ii. Click to compose a new tweet.
- iii. Upload the image you created on Canva.
- iv. Craft a concise tweet introducing the blog post. Use relevant hashtags and possibly a call-to-action like "Check out our latest post!"
- v. Post your tweet.
- vi. Engage with retweets or replies to foster interaction.

### c. LinkedIn

- i. Log in to your LinkedIn account.
- ii. Click to start a new post.
- iii. Upload the image you created on Canva.
- iv. Write a professional caption introducing the blog post. Consider posing a question or highlighting a key insight to encourage engagement.
- v. Share your post.
- vi. Engage with comments or shares to increase its reach.

## **Task 3.** Research Local Events

**Objective:** Identify local events where you can network, showcase your services, or contribute to the community.

**Instructions:**

**Step 1:** Identify Local Event Platforms (10 minutes)

1. Search online for event platforms or websites specific to your city or area, such as Eventbrite, Meetup, or local community websites.

**Step 2:** Search for Relevant Events (10 minutes)

1. Browse the platforms for upcoming events related to real estate, home and garden, community fairs, or business networking.
2. Make a list of events that seem promising for sponsorship, attendance, or participation.

**Step 3:** Plan Your Participation (10 minutes)

1. For events that catch your interest, note down the dates, costs (if any), and potential opportunities (like setting up a booth, giving a talk, or simply networking).
2. Consider reaching out to event organizers to inquire about sponsorship opportunities or additional details.

## Day 7: Social Media, Funnel Building, & Local Collaboration

### Task 1. Engage with Facebook Friends & Followers

**Objective:** To increase your brand visibility, foster relationships, and generate leads by actively engaging with your Facebook network.

**Instructions:**

**Step 1:** Log in to Facebook and Review Notifications (5 minutes)

1. Log in to your Facebook account.
2. Check notifications for any mentions, tags, or posts that you should respond to.

**Step 2:** Engage with Friends and Followers (10 minutes)

1. Go through your timeline and like, comment, or share posts from your friends and followers.
2. Make sure your comments add value and aren't just generic responses.

**Step 3:** Send Personal Messages Where Appropriate (5 minutes)

1. If you come across potential leads or valuable contacts, consider sending them a personalized message.
2. Keep it short and sweet, offering value and suggesting a next step (e.g., a call or meeting).

## **Task 2.** Set Up Your Lead Magnet Funnel and Related Assets

**Objective:** To create a seamless funnel that captures leads and delivers your lead magnet, ultimately nurturing these leads into potential clients.

**Instructions:**

**Step 1:** Create a Landing Page (30 minutes)

1. Use your website building tool or a landing page builder like ClickFunnels, Leadpages, or Unbounce to create a page specifically for your lead magnet.
2. Make sure the landing page has a compelling headline, a brief description of the lead magnet, and a clear call-to-action (CTA) for visitors to download it.

**Step 2:** Set Up a Lead Capture Form (15 minutes)

1. Integrate a form on your landing page to capture leads. This usually involves fields like name, email, and possibly a phone number.
2. Make sure the form is GDPR compliant if you're targeting EU residents.

**Step 3:** Connect to Email Marketing Platform (20 minutes)

1. Connect your lead capture form to your email marketing platform (e.g., Mailchimp, SendinBlue, Constant Contact).
2. Create a new list or segment specifically for these leads.

**Step 4:** Create a Thank You Page (15 minutes)

1. After a visitor submits their information, redirect them to a "Thank You" page.
2. This page should thank them for downloading and inform them that the lead magnet is on its way to their inbox.

**Step 5:** Set Up Email Automation (30 minutes)

1. Create an automated email sequence in your email marketing platform. This should consist of 3-5 simple emails that continue to deliver value while proving your expertise.
2. The first email should deliver the lead magnet and thank them for subscribing.
3. Plan follow-up emails that offer additional value, such as blog posts, webinars, or special offers.
4. Space the emails out over the course of 2-6 weeks.

**Step 6:** Test the Funnel (20 minutes)

1. Before going live, test the entire funnel to ensure everything works as expected.
2. Fill out the lead capture form and make sure you receive the lead magnet and are added to the correct email list.

### **Task 3.** Collaborate With A Local Business

**Objective:** Build strong, mutually beneficial relationships with local businesses by leading with value and leveraging the law of reciprocity.

**Instructions:**

**Step 1:** Identify Potential Partners (15 minutes)

1. List local businesses that align with real estate services. Think home decor stores, local cafes, landscaping companies, or interior designers.

**Step 2:** Offer Value First (20 minutes)

1. Think of ways you can support these businesses without expecting immediate returns.



Some ideas:

- Write a blog post or social media post highlighting their services.
- Offer to showcase their business in your next newsletter.
- Host a joint event, like a "Home and Garden" seminar, where they can showcase their products or services.
- Buy a handful of gift cards from them to share with your clients.

Once you've decided on the value you'll offer, reach out to them. For instance, if you choose the blog post option, you could write the post first and then send it to them saying, "I loved your services so much that I featured you in my latest blog post!"

**Step 3:** Propose a Partnership (15 minutes)

1. After you've led with value, wait for a short period of time to pass and then approach them with a proposal. This could be a few days or even weeks after your initial value offering, depending on the response.
2. Frame the proposal in a way that highlights mutual benefits. For instance: "I've noticed that many of my clients are looking for [their service]. Perhaps we could set up a referral system?"
3. Emphasize the organic nature of the partnership, how both parties can benefit, and the shared value for the community.

## Day 8: Go Live, Email Management, & Analytics

### Task 1. Plan a Live Session on Social Media

**Objective:** Engage with your audience in real-time, showcasing your expertise and building trust.

**Instructions:**

**Step 1:** Choose a Platform and Topic (10 minutes)

1. Decide on which social media platform you'll go live on, such as Facebook Live, Instagram Live, or YouTube Live.
2. Pick a relevant topic: answering frequently asked questions, giving a virtual tour of a new property listing, or discussing recent market trends. Here is a list of engaging live video ideas:

- a. **Virtual Property Tours:** Walk viewers through a new listing, highlighting its unique features and answering questions in real-time.
- b. **Q&A Sessions:** Dedicate a session to answering common questions about buying or selling a home, the local market, or the real estate process.
- c. **Home Staging Tips:** Show viewers how to stage a home for sale, discussing the importance of decluttering, lighting, and decor.
- d. **Local Market Updates:** Discuss recent trends, average prices, and inventory levels in your local real estate market.
- e. **Interviews:** Chat with industry professionals, such as mortgage brokers, home inspectors, or interior designers, to provide viewers with a holistic understanding of the home buying/selling process.
- f. **Behind-the-Scenes:** Give viewers a glimpse into a day in the life of a realtor. This could include attending open houses, meeting with clients, or preparing a new listing.
- g. **Home Improvement Tips:** Discuss simple home improvement projects that can increase property value or make a home more appealing to buyers.
- h. **Neighborhood Tours:** Walk or drive through local neighborhoods, highlighting amenities, schools, parks, and other attractions.
- i. **Testimonials:** Invite past clients to share their positive experiences working with you. This can be a powerful trust-building tool.
- j. **Decor and Design Trends:** Discuss the latest trends in home decor and design, offering inspiration to viewers.
- k. **Financing and Mortgage Tips:** Break down the complexities of home financing, discussing topics like securing a mortgage, down payments, and credit scores.
- l. **DIY Projects for Homeowners:** Share simple DIY projects that homeowners can undertake to enhance their living spaces.
- m. **Community Events:** Promote or cover local community events, showcasing your involvement and commitment to the local community.
- n. **Challenges and Success Stories:** Share challenging situations you've encountered as a realtor and how you successfully navigated them.
- o. **Interactive Polls and Quizzes:** Use interactive features on platforms like Instagram or Facebook to engage viewers in real-time polls or quizzes related to real estate.
- p. **Collaborations:** Team up with local influencers or businesses for joint live sessions, expanding your reach and offering varied content.

- q. **Home Safety and Maintenance Tips:** Offer advice on keeping homes safe and well-maintained, discussing topics like seasonal maintenance, security systems, and energy efficiency.
- r. **Closing the Deal:** Walk viewers through the final stages of a property transaction, demystifying the closing process.
- s. **Rental Property Insights:** For those interested in investment properties, offer tips on finding and managing rental properties.
- t. **Personal Stories:** Share personal anecdotes related to real estate, helping viewers connect with you on a personal level.

**Step 2:** Promote the Live Session (10 minutes)

1. Once you have a plan, about 2 or 3 hours before going live, post about it on your social media. Let your followers know the topic and the time you'll be live.
2. Encourage them to prepare questions or topics they'd like you to cover.

## **Task 2.** Set Up an Email Management Tool

**Objective:** To choose and set up an email management tool that aligns with your business needs, allowing you to manage and segment your email list effectively. This will pave the way for an email follow-up sequence you'll be working on during Day 23, Task 3.

**Instructions:**

**Step 1:** Research Email Management Tools (20 minutes)

1. Options to Consider: ConstantContact, Mailchimp, SendinBlue, ConvertKit, GetResponse, AWeber, etc.
2. Criteria for Selection: User-friendliness, pricing, scalability, features (segmentation, automation, analytics), and customer support.

**Step 2:** Compare Features and Pricing (10 minutes)

1. Create a comparison chart or spreadsheet.
2. Note down the features each tool offers and their pricing plans.
3. Consider any free trials or freemium plans for initial testing.

**Step 3:** Read Reviews and Get Recommendations (10 minutes)

1. Look for reviews from trusted sources.

2. Ask for recommendations from colleagues or within your network.
3. Based on your research, select the email management tool that best fits your needs.

**Step 4: Account Setup (20–30 minutes)**

1. Visit the website of your chosen tool.
2. Follow the sign-up process, which usually involves providing your email and creating a password.
3. Confirm your email address if required.
4. Complete any initial setup wizards or tutorials.
5. Configure basic settings like your business name, email address, and other contact details.

**Step 5: Import Existing Email List (if applicable) (15 minutes)**

1. If you already have an email list, import it into the new tool.
2. Most tools offer CSV import options or integrations with other platforms.

**Step 6: Test the Platform (15 minutes)**

1. Send a test email to yourself or a small segment of your list to ensure everything is working as expected.

### **Task 3. Set Up Analytics**

**Objective:** Understand your website's performance, visitor behavior, and optimize for better results.

**Instructions:**

**Step 1: Sign Up/Log into Google Analytics (5 minutes)**

1. If you don't have a Google Analytics account, sign up for free. If you already have one, log in.

**Step 2: Integrate with Your Website (15 minutes)**

1. In Google Analytics, set up a new property for your website. *(If you don't know how to do this you can search on YouTube for an instructional video.)*
2. Follow the prompts to get a tracking code.

3. Install this tracking code on your website. Depending on your website platform (like WordPress, Wix, etc.), the method will vary. Most platforms have straightforward integrations or plugins for Google Analytics.

**Step 3: Familiarize and Monitor (10 minutes)**

1. Navigate through the Google Analytics dashboard. Familiarize yourself with the basic metrics: number of visitors, page views, bounce rate, and more.
2. Make it a habit to check these metrics regularly to understand your website's performance and areas of improvement. Keep track of the data in a centralized location. Create a spreadsheet or add the data to your CRM.
3. Set a reminder in your calendar to check back on these stats and add them to your data tracker of choice at least once a month.

## Day 9: Networking, YouTube, & Twitter

### Task 1. Attend a Local Networking Event

**Objective:** Foster connections within the community and promote your real estate services.

**Instructions:**

**Step 1: Identify an Event (10 minutes)**

1. Search online platforms like Eventbrite, Meetup, or local community websites for networking events relevant to real estate or local businesses.

**Step 2: Prepare Your Pitch (15 minutes)**

1. Craft a concise and engaging introduction about yourself and your services. Follow this framework:

You know how some  
people \_\_\_\_\_  
(the problem that you solve)

Well I help people like that  
\_\_\_\_\_  
(solution, in specific timeframe, without major  
fear)

2. Ensure you have enough business cards or other promotional materials on hand.

**Step 3:** Attend and Network (1–2 hours, depending on the event)

1. At the event, be approachable and actively engage with attendees. Listen more than you speak, and aim to build genuine relationships rather than just handing out business cards. A trick you can use is to only bring 3 cards. Having fewer to hand out means you have to be more selective on who you connect with.
2. Follow up with any promising contacts after the event with a friendly email or call.

## **Task 2.** Engage on YouTube

**Objective:** Increase your online visibility and establish connections with local businesses and real estate enthusiasts.

**Instructions:**

**Step 1:** Identify Relevant Channels (10 minutes)

1. Search for local business channels, real estate influencers, or community-focused YouTube channels.

**Step 2:** Engage Authentically (15 minutes)

1. Watch a few videos and leave thoughtful comments. Avoid generic comments like "Great video!" Instead, offer insights, ask questions, or share your perspective as a realtor.
2. Engaging authentically can lead to meaningful interactions and even potential collaborations.

**Step 3:** Subscribe and Stay Updated (5 minutes)

1. Subscribe to channels that align with your interests and expertise. This way, you can regularly engage and stay updated with their content. If you keep your notifications turned on you'll be able to be first in the comment queue with high value visibility.

### **Task 3.** Engage on Twitter/X

**Objective:** Build your network and position yourself as a knowledgeable real estate agent in your local community.

**Instructions:**

**Step 1:** Follow Local Businesses (10 minutes)

1. Create or Log into your Twitter/X account.
2. Search for local businesses, news outlets, and community organizations. Follow at least 10 of them.

**Step 2:** Engage with Their Content (10 minutes)

1. Scroll through your Twitter/X feed.
2. Like, retweet, or reply to posts from the local accounts you've followed. Offer your insights or simply show support.

**Step 3:** Share Your Insights (10 minutes)

1. Compose a tweet sharing a real estate tip or a local market insight.
2. Use relevant hashtags like #RealEstate[YourCity] or #PropertyTips to increase visibility.

## **Day 10:** Newsletter, LinkedIn, & Cold Calls

### **Task 1.** Send Out a Newsletter

**Objective:** Keep your audience informed, engaged, and reminded of your services.

**Instructions:**

**Step 1:** Choose a Newsletter Platform (5 minutes)

1. If you haven't already, create an account on a platform like Mailchimp, SendinBlue, or Constant Contact. These platforms often have templates that make designing newsletters easier.

### **Step 2:** Craft Your Content (30 minutes)

1. Start with a friendly greeting.
2. Share an upcoming event or important date to encourage community spirit.
3. Share a brief market update, providing insights into local real estate trends.
4. Include a link or summary of your latest blog post.
5. Showcase a few available properties with photos and key details.
6. End with a call-to-action, encouraging readers to reach out for more information or to schedule viewings.

### **Step 3:** Send and Monitor (10 minutes)

1. Once you're satisfied with the content, send out the newsletter to your subscriber list.
2. Use the analytics tools provided by the newsletter platform to monitor open rates, click-through rates, and other engagement metrics.

## **Task 2.** Engage on LinkedIn

**Objective:** Build and nurture professional relationships, positioning yourself as an industry expert.

### **Instructions:**

#### **Step 1:** Share Relevant Content (10 minutes)

1. Post an interesting article related to real estate, a recent success story, or even your latest blog post. Add a personal touch or insight to the post to encourage engagement.
2. Note: It doesn't have to be your own content that you share here. You can add your commentary to something relevant to your audience and encourage discussion. Become the community watercooler.

#### **Step 2:** Engage with Your Network (15 minutes)

1. Scroll through your feed, commenting on posts from your connections. Offer genuine insights or congratulations where relevant.
2. Like and share posts that resonate with your professional brand.

#### **Step 3:** Expand Your Network (10 minutes)



1. Search for local businesses, industry peers, or community leaders and send personalized connection requests. Mention mutual interests or potential collaboration opportunities. Connect with at least 10 new people each week.

### **Task 3. Cold Call Challenge**

**Objective:** To proactively reach out to potential leads through cold calling, setting a specific goal based on your time availability. The aim is to introduce yourself, offer value, and gauge interest for further engagement, all while following the cold call introduction framework provided in the PDF.

#### **Instructions:**

##### **Step 1: Set Your Cold Call Goal (5 minutes)**

1. Determine how many calls you aim to make based on the time you can allocate for this task. For example, if you have 30 minutes try squeezing in 10 calls where if you have 2 hours, you might aim for 50-60 calls.

##### **Step 2: Prepare Your Call List (15 minutes)**

1. Use your CRM or another database to generate a list of potential leads who have not yet been contacted or have been minimally engaged.
2. Prioritize the list based on factors like location, property type interest, or other criteria relevant to your real estate business.

##### **Step 3: Review your Cold Call Framework (10 minutes)**

1. Go through the cold call framework you created earlier.
2. Make sure you practice each component once as a warm up.

##### **Step 4: Set Up Your Calling Environment (5 minutes)**

1. Ensure you're in a quiet space with minimal distractions.
2. Have your call list, a notepad, and the cold call framework in front of you.

##### **Step 5: Make the Calls (Variable Time)**

1. Start making the calls, adhering closely to the cold call framework.

2. Be courteous, offer value, and aim to set up a further point of contact, whether that's an email follow-up, a meeting, or another call.

**Step 6:** Take Notes (Continuous)

1. During and after each call, jot down important points such as the lead's interest level, any questions they had, and what the next steps should be.

**Step 7:** Update Your CRM (20 minutes)

1. Once you've completed all the calls, update your CRM with the information gathered.
2. Mark down who seemed interested, who requested more information, and who was not interested.
3. Consider any adjustments you need to make for future cold calling sessions.

# FIN.

This is the end of your sample.

I genuinely hope that during the past week and a half you've been inspired to try new things, discovered something about yourself and what you're capable of, and that you're excited to continue down this path. *(If not I'd love your genuine feedback. Please email me at [devon@seventreemedia.com](mailto:devon@seventreemedia.com) with any questions, comments, or concerns)*

If that IS the case and you want to continue this journey uninterrupted here's the link to get back to the page where you can purchase the entire program:

<https://virtualrealestatemarketing.com/RealEstateMarketingAccelerator>

If you're looking for someone to join you in your efforts our team of highly qualified individuals trained on these principles and operating in collaboration towards success are ready to take on new projects. You can reach me at the same email above to discuss the myriad of options that are available to help you succeed in your ventures or alternatively, check out our menu here:

<https://virtualrealestatemarketing.com>

On behalf of everyone at **[Virtual Real Estate Marketing](#)** I'd like to wish you much success in your endeavours!